

# ENTERPRISE ARCHITECTURE FOR INTEGRATION

## RAPID DELIVERY METHODS AND TECHNOLOGIES

Day 1-3  
Rapid Delivery Methods Workshop  
For Enterprise Architecture

Day 4-5  
Rapid Delivery SOA Technologies  
For Enterprise Architecture



**FREE !!!**

**WORTH RM 510**

*Enterprise Architecture For Integration: Rapid  
Delivery Methods and Technologies*

*By Clive Finkelstein*

**WHEN YOU REGISTER**

**BY 31st March 2006**

### KEY SUCCESS LEARNING FACTORS .....

- ☞ How can Business Integration and Enterprise Integration both be achieved in an era of rapid business change?
- ☞ What methods are needed for rapid delivery of priority business processes into production in 3-month increment?
- ☞ How are Web Services and Service-Oriented Architectures used?
- ☞ How can BPM languages be used to generate executable code automatically from Workflow Models or Process Models?
- ☞ How do these technologies apply to Enterprise Architecture?

Researched & Developed by :



Your Partners in IT Intelligence

# Rapid Delivery Methods Workshop For Enterprise Architecture

## RAPID ENTERPRISE ARCHITECTURE FOR E-GOVERNMENT AND E-BUSINESS MANAGERS

22 May 2006  
JW MARRIOTT KUALA LUMPUR

### MODULE 1 PLANNING E-GOVERNMENT AND E-BUSINESS SUCCESS

- Why e-Government and e-Business are important today and the role that Enterprise Architecture takes in achieving success
- The critical imperatives for alignment and integration of the business, its systems and technology
- Learn how the Zachman Framework for Enterprise Architecture provides a Business Transformation paradigm for planning and fast-tracking e-Government and e-Business rapid delivery projects
- Transforming business perspectives directly to rapid design and delivery efforts

### MODULE 2 BUSINESS PLANS, GOALS AND OBJECTIVES FOR SUCCESS

- Strategy Analysis used to analyse business policies, goals, objectives and strategies
- How to gather and interpret existing plans and directions, and refine them for implementation accountability at all management levels
- How to analyse business plans from the perspective of senior and middle managers, to provide for business transformation and rapid Enterprise Architecture delivery

### MODULE 3 IDENTIFYING STRATEGIC OPPORTUNITIES FOR E-GOVERNMENT AND E-BUSINESS

- In this Interactive Workshop team members will learn how Strategic and other Business Plans are catalysts that identify common information assets, business activities and processes for Business Transformation
- How to integrate organisational mandates and business priorities for rapid delivery

### MODULE 4 ENTERPRISE ARCHITECTURE RAPID DELIVERY PROJECTS

- Real world examples of e-Government and e-Business projects for rapid delivery of priority Enterprise Architecture areas

### MODULE 5 MANAGING AND SUSTAINING ENTERPRISE ARCHITECTURE

- Identifying Governance and Security issues
- Change Management goals
- Criteria for Success, with potential failure issues to avoid

**With the lightning change of pace today, the need for transformation from the current rigid business environment to an agile enterprise, that can change direction rapidly, HAS NEVER BEEN GREATER!**

Yet the disintegrated structures, disparate processes and legacy systems that we have, or inherited today, are incapable of absorbing the change demanded by the evolving market dynamics.

Enterprises and Governments worldwide are coming to grips with new methods and technologies to support the Rapid Delivery of e-Government and e-Business Strategies; to a large extent, driving this initiative from...

***A Business Level TO Organisation Level and ultimately down TO The Operational Level.***

The need for converging The Enterprise Architecture with Data Modeling, XML, EAI, Web Services and SOA is intensifying through the increasing emphasis on agile operations in globally extended or virtual enterprises.

**["The Zachman Framework for Enterprise Architecture " is widely interpreted as a harbinger of organisations; a BLUEPRINT or ARCHITECTURE for the current and future information infrastructure.]**

However, it's not enough to simply understand the Enterprise Architecture conceptually; that conceptual understanding

**MUST BE TRANSFORMED INTO IMPLEMENTATION!**

Translate this **POTENTIAL value** into **REALISED value!**

**Attend this master class workshop to.....**

- Grasp** the concepts and rules of "The Zachman Framework" which provides a new paradigm for fast-tracking e-Government and e-Business projects
- Identify** strategic opportunities for e-Government and e-Business implementation
- Review** technologies such as XML and XSLT that are used for integration by EAI, Web Services and SOA technologies
- Examine** how Data Modeling can act as a "Corporate Street Directory" which supports organisations strategic, tactical and operational business plans
- Gain** optimum information about XML, Enterprise Architecture Integration (EAI) and Web Services
- Apply** strategy-driven Data Modeling methods to transform business models into implementation
- Gain** from real-world examples of e-Government and e-Business projects using Enterprise Architecture

# Rapid Delivery Methods Workshop For Enterprise Architecture

## RAPID ENTERPRISE ARCHITECTURE METHODS FOR E-GOVERNMENT AND E-BUSINESS

23-24 May 2006  
JW MARRIOTT KUALA LUMPUR

### MODULE 1 ESTABLISHING ENTERPRISE ARCHITECTURE

#### DIRECTIONS

- ☞ Strategic e-Government and e-Business directions from Day 1
- ☞ Management priorities, governance and security issues
- ☞ Zachman Framework concepts and rules
- ☞ The role of rapid delivery methods used with the Federal Enterprise Architecture (FEA) Reference Models and the DoD Architecture Framework (DoDAF)

### MODULE 2 ASSURING INTEGRATION: BUSINESS DATA MAPPING FOR ENTERPRISE ARCHITECTURE

- ☞ Business-driven Data Mapping methods to transform business models into implementation
- ☞ Applying Enterprise Engineering rapid delivery disciplines and proven methodologies
- ☞ Resolution of semantic issues

### MODULE 3 BUSINESS NORMALISATION TO IDENTIFY FUTURE E-GOVERNMENT AND E-BUSINESS NEEDS

- ☞ Business Normalisation methods applied by business experts and IT
- ☞ Methods and rules for business model to systems model transformations
- ☞ Identifying further business data needs and activities that indicate business opportunities

### MODULE 4 FACILITATED STRATEGIC MODELING FOR E-GOVERNMENT AND E-BUSINESS

- ☞ In this facilitated session, delegates learn how strategic modeling enables rapid delivery
- ☞ How to transform business models to integrated databases and reusable processes
- ☞ Identifying priority activities for rapid delivery

### MODULE 5 VALIDATING ALIGNMENT GOALS AND PLANS

- ☞ Through this Interactive Workshop, delegates learn how to identify e-Government and e-Business integration opportunities that are achieved through Strategic Alignment
- ☞ Engaging Executive Management in Security and Governance Analysis Frameworks
- ☞ Aligning Models across rows and columns to realise business integration opportunities

### MODULE 6 DERIVING PROJECT PORTFOLIOS FOR RAPID DELIVERY OF ENTERPRISE ARCHITECTURE

- ☞ In this Interactive Workshop, delegates learn important steps for deriving project plans and prioritising portfolio implementation efforts based on data models, business plans and business rules
- ☞ Refining project scope and deliverables for the rapid delivery of portfolio sub-projects into production in 3-month increments
- ☞ Demonstrating rapid portfolio management alignment and integration, along with rapid implementation delivery

### MODULE 7 OPPORTUNITY, ROI AND COST ANALYSIS METHODS FOR E-GOVERNMENT AND E-BUSINESS

- ☞ Activity Modelling and Activity Costing methods to analyze e-Government and e-Business opportunities for efficiency, cost effectiveness and Return on Investment (ROI)

### MODULE 8 TRANSFORMATION TO DESIGN AND DELIVERY PERSPECTIVES

- ☞ Rapid Design Methods for Menu Design, Screen Design, Transaction Performance Analysis and Process Modelling to Transform Priority Areas Into Design and Delivery perspectives

### MODULE 9 BRIDGING THE GAP: RAPID PORTFOLIO DELIVERY FOR e-GOVERNMENT AND e-BUSINESS

- ☞ Interactive session to transform the Strategic Model to Tactical Models for rapid delivery into production

### MODULE 10 VALIDATING ENTERPRISE ARCHITECTURE ALIGNMENT AND DELIVERABLES

- ☞ Interactive session to test all e-Government and e-Business deliverables developed in earlier workshops for completeness
- ☞ Determining Enterprise Architecture deliverables for business priority alignment
- ☞ Documentation of Enterprise Architecture Portfolio Plan (EAPP) for rapid delivery of priority areas into production in 3-month increments for success of e-Government and e-Business strategies

### MODULE 12 e-GOV'T AND e-BUSINESS SUCCESSFUL IMPLEMENTATION

- ☞ Policies, roles and responsibilities
- ☞ e-Government Program Office strategies
- ☞ Communications, Promotion and Architecture access
- ☞ Sustaining executive involvement through Governance Analysis Frameworks for Audit and Security Internal Control Reporting

## KEY SUCCESS LEARNING FACTORS .....

- ☞ Learn how to achieve e-Government and e-Business goals with rapid delivery of business processes into production in 3-month increments
- ☞ Understand how Enterprise Architecture enables senior managers to achieve Business Transformation, together with Balanced Scorecard and Sarbanes-Oxley Governance Analysis
- ☞ Learn Strategic Modelling Methods for Enterprise Architecture that have been used successfully world-wide by many Government and Corporate organisations



# RAPID DELIVERY SOA TECHNOLOGIES FOR ENTERPRISE ARCHITECTURE

25-26 May 2006  
JW MARRIOTT KUALA LUMPUR

**"IT spending budgets are up by 5.4 % this year."**  
-CIO Insights

**So why are even more CIO's concerned that IT budgets are insufficient to meet their company's strategic goals this year than in 2005?**

Here's the biggest problem:

As the economy grows, IT professionals are under relentless pressure to deliver greater value while reducing the real IT spending.

Connecting with partners', suppliers' and customers' systems, accessing data from a mainframe, connecting applications written in different programming languages or trying to log on across multiple systems, bringing heterogeneous technologies together while delivering IT Solutions Better, Smarter, Faster and Cheaper is today, a challenge that touches every part of the organisation.

**'FASTER TIME TO VALUE'**

*That's the mantra of today's IT departments*

What's the next best solution?

**Service-Oriented Architecture aka "The Black Box of EA" is the IT industry's latest revolution to SIMPLIFYING and ECONOMISING the way they deliver information and services through integrated composite applications.**

"...a \$10 billion company with a \$300 million IT budget can save \$30 million per year from a broad SOA adoption after a five-year horizon of implementing SOA in at least 75% of its applications."

- Aberdeeen

Service-oriented architecture is the state-of-the-art architectural style that opens the way for new business opportunities by enabling new, highly collaborative business models that provide the ability to measure value and discrete return more holistically than traditional functional-benefit methods.

*"We are seeing a growing increase in activity and acquisition and implementations of SOA in the Asia-Pacific-almost outpacing what's going on here in the U.S. in some ways."*

- Tom Ryan, CEO of Actional

Orchestrate your existing applications into flexible business processes today, to significantly achieve

**Best Business Practices . Best Innovations .  
ROI Savings . Cycle Time Reductions . Quality Improvements  
Effective Collaborations**

## Module 1 The Role of the Internet in Enterprise Integration

- ☞ B2B e-Business Integration Issues
- ☞ Introduction to XML, XSL and XSLT
- ☞ XSL Demonstration using Internet Explorer 5.0+
- ☞ XSLT Data Transformation Examples

## Module 2 Enterprise Application Integration Concepts

- ☞ Growth of Trading Communities
- ☞ Enterprise Application Integration Concepts
- ☞ EAI Standards and EAI Approaches
- ☞ EAI Technologies using webMethods
- ☞ XML EAI Messaging Using BizTalk
- ☞ XML EAI Messaging Using ebXML

## Module 3 Introduction to Portal Approaches for Enterprise Integration

- ☞ What is an Enterprise Portal?
- ☞ Functions Supported by Enterprise Portals
- ☞ What to Look for in Enterprise Portal Products
- ☞ Enterprise Portal Architectures

## Module 4 Real World Enterprise Portal Case Studies

- ☞ Case Study Examples of Collaborative Portals
- ☞ Case Study Example of Integration Portals

## Module 5 Enterprise Metadata and the Role of Modelling Tools

- ☞ The Role of Modelling Tools for Integration
- ☞ Modelling Tool Vendor Products and Strategies
- ☞ Business Process Modeling Notation (BPMN)
- ☞ Modelling Tool Directions for the Future
- ☞ Code Generation in BPM Languages

## Module 6 Web Services Concepts for Real-Time Enterprise Integration

- ☞ Concepts of Web Services
- ☞ Web Services Protocol Standards
- ☞ Web Services Evolution

## Module 7 Web Services Product Strategies

- ☞ J2EE and .NET Strategies for Web Services
- ☞ Web Services for Remote Portals
- ☞ Planning and Strategies for Web Services

## Module 8 Service-Oriented Architecture for Web Services

- ☞ Service-Oriented Architecture (SOA) Concepts
- ☞ BPEL, WSCI, BPML, BPSS, BPMN
- ☞ SOA Vendors and Products

## Module 9 Using Enterprise Architecture to Evolve to an Integrated Enterprise for the 21st Century

- ☞ Summary of Integration Technologies for 21st Century Rapid Delivery
- ☞ Rapid Systems Development in the 21st Century Integrated Enterprise
- ☞ Reviews Information Architecture integration technologies based on XML, XSL, XSLT, EAI, Web Services and SOA
- ☞ Reviews how these technologies are used to deliver e-Government and e-Business priority areas that were identified in Days 1-3 using EA
- ☞ Shows how these integration technologies are used to deliver these priority areas rapidly into production, in 3-month increments for success with e-Government and e-Business
- ☞ Discusses maintenance methods based on these technologies and EA that enable these implemented e-Government and e-Business areas to respond rapidly to business changes.

- ☞ **Increase** dramatically productivity by reducing IT complexity and eliminating most custom integration code
- ☞ **Learn** how an organisation can benefit from SOA
- ☞ **Extract** new value from existing systems
- ☞ **Develop** flexible business models enabled by increased granularity of services
- ☞ **Learn** how different technologies are needed to develop SOA
- ☞ **Combine** and **reuse** pre-built service components for rapid application development and deployment in response to market change
- ☞ **Integrate** historically separate systems and facilitate mergers and acquisitions of enterprises
- ☞ **Reduce** cycle times and costs for external business partners by moving from manual to automated transactions
- ☞ **Offer** new services to customers without having to worry about the underlying IT infrastructure
- ☞ **Leverage** SOA to drive IT responsiveness
- ☞ **Speed** project implementations
- ☞ **Reduce** total cost of ownership for projects
- ☞ **Understand** what the differences are between SOA-related technologies and other older integrations

*"Service Oriented Architecture allows us to, if you will, skinny down those channel delivery applications. The larger picture of SOA is how do I construct my application in chunks and satisfy different functionality where I'm componentized. We see tremendous benefit there, a great cost reduction."*

**Ron Donson, IT Architect, Wachovia**

# Registration

registration form

Please complete this form immediately and fax to  
603 - 9200 7946

## PARTICIPANT DETAILS

Name 1	Job title
Name 2	Job title
Name 3	Job title
<i>(name in full)</i>	

## INVOICE SHOULD BE DIRECTED TO

Company \_\_\_\_\_

Business Address \_\_\_\_\_

Name \_\_\_\_\_

Email \_\_\_\_\_ Tel No \_\_\_\_\_ Fax No \_\_\_\_\_

Name of Authorising Manager \_\_\_\_\_ Job title \_\_\_\_\_

Signature \_\_\_\_\_

**This Booking Is Invalid Without A Signature**

## METHODS OF PAYMENT

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Payment may be made via crossed cheque / bank draft / electronic transfer, made in favour of:

**Intelligence Business Networks (M) Sdn Bhd**  
160-3-1, Kompleks Maluri  
Jalan Jejaka, Taman Maluri  
55100 Kuala Lumpur

*Note: Payments must be received within 5 days upon issuance of invoice.*

## CANCELLATION POLICY

Due to contractual obligations, cancellation charges are as follows:

20 to 10 days notice - 50 % of the workshop fee  
9 to 3 days notice - 70 % of the workshop fee  
2 days or less notice - 100 % of the workshop fee

However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing.

**Note:** *It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue, every effort will be made to inform the participants of the change.*

## HOTEL ACCOMODATION

**JW Marriott Hotel Kuala Lumpur**  
183 Jalan Bukit Bintang  
55100 Kuala Lumpur, Malaysia  
Tel: 603 2715 9000  
Fax: 603 2715 7012



Room Reservation can be made by delegates directly with the hotel. To enjoy privileged room rates, please state you're attending an event organised by IBN International. Contact Ms Ros at 03 2716 8106 for reservations

## IBN INTERNATIONAL'S CERTIFICATE



Delegates who successfully complete this course will receive the prestigious IBN's Certificate of Achievement; a statement of Intelligence endorsed by world renowned subject matter experts.

## AVOID VISA DELAYS

International delegates requiring visas should contact the Malaysian Embassy in their country of residence as soon as possible .

## Workshop Investment

Enterprise Architecture Integration For Rapid Delivery  
22-26 May, 2006 . JW Marriott, Kuala Lumpur

**Workshop fee**  
**RM 6990**

**Early Bird**

**RM 6690**  
**if booked before**  
**31st March 2006**

**Save additional 10 % discount** for the 3rd and subsequent delegates from the same organisation

## INFORMATION

For further information on this event, please contact our Program Managers at 603 9206 5800 or email [ibn@intel-biznet.com](mailto:ibn@intel-biznet.com)

Workshop schedule

Registration	0830
Course begins	0900
Morning Refreshment	1030
Luncheon	1300
Course Resumes	1400
Afternoon Refreshment	1530
End of the day	1700

## WORKSHOP LEADER - CLIVE FINKELSTEIN



Acknowledged worldwide as the "Originator" and the "Father" of Information Engineering, Clive Finkelstein is an authority, renowned consultant, instructor, a highly sought-after trainer and a conference speaker with over 44 years experience in the Computer Industry. He has completed major projects for Defense, Government and Commercial organisation throughout the world. The emphasis of these projects - and core to Clive's Strategic Modeling approach is the alignment of strategic business plan to information systems.

Clive Finkelstein is the author of numerous books and articles including "An Introduction to Information Engineering", Addison-Wesley (1989) and "Information Engineering: Strategic Systems Development", Addison-Wesley (1992) and "Building Corporate Portals with XML", co-authored with Peter Aiken, McGraw-Hill (2000). Clive also writes a monthly column, "The Enterprise" for DM Review magazine in the USA and publishes a free, quarterly technology newsletter via email: "The Enterprise Newsletter (TEN)".

Clive's satisfied clients & seminar participants include Ministry of International Trade and Industry of Malaysia, Federal and Provincial Government of Canada, Federal and State Government of USA, Department of Defence of USA, Federal Government of Australia, Australian Defence Organisation, Federal Government of Kuwait, Ministry of Attorney of Canada, Bank Negara Malaysia (BNM), INTAN, MAMPU, US Navy, US Marines, Public Authority for Industry of Kuwait, BHP Steel, General Motors, Unilever, Maxis Mobile, Brunei Shell, Kimberly-Clark, Australian Telecom, AT&T Longlines, Bank of America, Kwangju Bank, Maybank, Digital Equipment and Chemical and Tenaga Nasional Berhad.

*"...very detailed and comprehensive. Information provided are useful to my organisation."*  
- MCMC, Malaysia

*"He understands real world problems faced by organisations and can relate to them effectively."*  
- Bank Islam, Malaysia

## WHO WILL BENEFIT

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> CIO                       | <input type="checkbox"/> Business Analysts        | <input type="checkbox"/> Technical Architects |
| <input type="checkbox"/> CTO                       | <input type="checkbox"/> Senior IT Architects     | <input type="checkbox"/> IT Consultants       |
| <input type="checkbox"/> IT Managers               | <input type="checkbox"/> Senior System Developers | <input type="checkbox"/> IT Strategists       |
| <input type="checkbox"/> Enterprise Architects     | <input type="checkbox"/> Systems Analysts         | <input type="checkbox"/> Systems Designers    |
| <input type="checkbox"/> Project Managers          | <input type="checkbox"/> Senior Business Managers | <input type="checkbox"/> Database Developers  |
| <input type="checkbox"/> BPR Analysis              | <input type="checkbox"/> Business Experts         | <input type="checkbox"/> Database Managers    |
| <input type="checkbox"/> Corporate Planners        | <input type="checkbox"/> Governance               | <input type="checkbox"/> Project Managers     |
| <input type="checkbox"/> BPM Analysts              | <input type="checkbox"/> Auditors                 | <input type="checkbox"/> Data Modelers        |
| <input type="checkbox"/> Business Systems Analysts | <input type="checkbox"/> Technology Planners      | <input type="checkbox"/> Process Modelers     |
| <input type="checkbox"/> Data Administrators       |   |   |